

**CUMBERLAND COUNCIL
CONSULTATION RESPONSE**

Proposal: ADVERTISEMENT CONSENT FOR A HANGING SIGN

Address: 1 SCHOOLHOUSE LANE, WHITEHAVEN

Reference: 4/26/2283/OA1

Date: 05/10/26

Description: 1 Schoolhouse Lane is a brick building that appears to date from the 20th century.

Conclusion: No objection

Assessment:

This proposal could be expected to have a slightly positive effect on the appearance of this part of the conservation area, and the settings of nearby heritage assets, through making this elevation of 1 Schoolhouse Lane more attractive and welcoming.

Relevant Policies and Guidance:

Planning (Listed Buildings and Conservation Areas) Act 1990:

The Planning (Listed Buildings and Conservation Areas) Act 1990 establishes a need “in considering whether to grant listed building consent for any works [for the Local Planning Authority to] have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest” [Section 16(2)]. This requirement also applies to the granting of planning permission affecting a listing building or its setting [Section 66(1)].

Section 72 of the 1990 Act states that “special attention shall be paid to the desirability of preserving or enhancing the character or appearance of [a conservation] area.”

National Planning Policy Framework (2026):

Chapter 20. Conserving and Enhancing the Historic Environment:

Decision-making policy **HE4(1)**: Development proposals affecting the significance of a heritage asset, including its setting, should maintain or secure a use consistent with its conservation, and should conserve instead of harm (or minimise where not possible) that significance.

HE4(2): Any harm to the significance of a *designated* heritage asset (including from development within its setting) should have clear and convincing justification.

HE5(1): Proposals affecting heritage assets should be accompanied by an assessment of significance (including the contribution of setting) and of potential effect on significance. Detail should be proportionate to the assets’ importance, and no more than necessary to

understand the potential effect. This should draw on the Historic Environment Record, and appropriate expertise where necessary.

HE5(2): Assessments of these effects on significance should identify whether the proposals would have a positive effect, no effect, a harmful effect, or result in total loss of significance.

HE6(1): Substantial weight should be given to conserving the significance of a designated heritage asset, irrespective of the potential effect on significance.

HE9(1): Proposals that are within, or which affect the significance of, a conservation area should retain and conserve buildings or other features that make a positive contribution to its character or appearance where possible, and consider the area's special architectural and historic interest.

Copeland Local Plan 2021-2038 (2022):

BE1: Heritage Assets

Decision-making should provide for the preservation and enhancement of built heritage assets by:

- Requiring a heritage impact assessment or heritage statement where the proposal would affect a heritage asset;
- Giving great weight to the conservation of Copeland's designated heritage assets when decision making;
- Ensuring that new development is sympathetic to local character and history;
- Supporting proposals for the appropriate reuse of vacant historic buildings, recognising that putting buildings into viable uses consistent with their conservation can help sustain and enhance their significance;
- Supporting proposals that increase the enhancement, promotion and interpretation of Copeland's architectural and archaeological resources;

BE2: Designated Heritage Assets

- Development should preserve or enhance designated heritage assets (or important archaeological sites) and their settings. The more important the asset, the greater weight that will be given to its conservation. Proposals that better reveal the significance of heritage assets will be supported in principle. Any harm to, or loss of, the significance of a designated heritage asset will require clear and convincing justification.

BE4: Non-designated Heritage Assets:

- Development should preserve or enhance non-designated heritage assets and their settings. Proposals that better reveal the significance of heritage assets will be supported in principle. Proposals affecting non-designated heritage assets or their settings should demonstrate that consideration has been given to their significance.

BE5: Shopfronts

- Appropriate shopfronts, whether historic or recent, should be retained and restored as opportunity allows. Proposals relating to them should consider relevant guidance, including the Shopfront Design Guide supplementary planning document.

BE6: Advertisements

- Applications for consent to display advertisements will be permitted where the proposal will not have an adverse effect on either amenity or public safety.

Cumberland Conservation Area Design Guide, Copeland area (2017)

Supplementary planning document that is a material consideration in the determination of planning applications within conservation areas in the legacy Copeland area. It is therefore applicable to this application.

Cumberland Shopfront Design Guide, Copeland area (2021)

Supplementary planning document that is a material consideration in the determination of planning applications affecting shopfronts within the legacy Copeland area.

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